FRIENDS OF THE RIVER FOUNDATION

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November, 1990

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recycled paper

Dear Friend of the Rivers:

Let's be honest.

You get appeals from many deserving environmental groups at this time of year.

So why contribute to Friends of the River Foundation?

According to a survey released last year in *Nonprofit Times*, supporters like you think that 1) proven effectiveness, and 2) a solid committment to changes in damaging policies, are what make a conservation group worth helping.

We try to live up to these standards. Perhaps that's why Jon Carrol of the *San Francisco Chronicle* called us " . . . one of the behind-the-scenes organizations that do the real work of conservation."

Meet our senior conservation staff and let them tell you in their own words about our current river saving efforts.

Steve Evans, Conservation Director —
The 100 Rivers Campaign

Steve has over 15 years experience in wilderness issues and federal Wild & Scenic River System process. He leads the 100 Rivers Campaign, striving to protect over 1700 river miles by working with land stewardship agencies such as the United States Forest Service. Over 30 rivers are assured of protection so far.

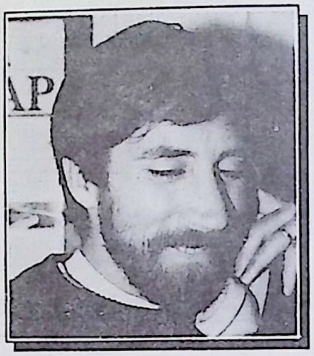
"The challenges have grown because our labors have uncovered **100 additional** public lands rivers that deserve Federal Wild & Scenic protection.

Next year there'll be plenty of work on the 185 river segments still in process. Push will come to shove for legendary California rivers like the Sacramento, North Yuba, Cache Creek, Clavey and Lower Kern."

Bea Cooley, American River Coalition Director —
Stop Auburn Dam/Establish a (damless) American River Recreation Area

Originally trained as a biologist, Dr. Cooley was Conservation Director before Steve. She's now focused on saving the immensely popular American River Watershed. National Recreation Area status for the entire American's "green belt" is now possible, thanks largely to Bea's work:

"In '91 we'll have to beat back a big wave of efforts to build a huge Auburn Dam with OUR tax dollars. F.O.R.F. will again go toe-to-toe with pro-dam agencies and developers. We'll be mobilizing thousands of river lovers to write letters and attend hearings on behalf of the American. There are ways to provide adequate flood control WITHOUT Auburn Dam."

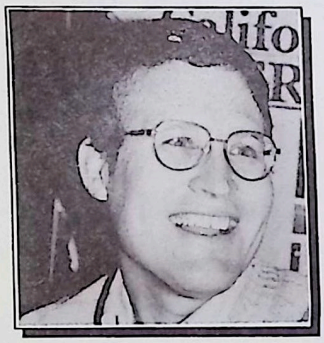


Kevin Wolf, Grassroots Organizing Director —
New Water Agenda/Grand Canyon's Colorado

Kevin coordinates public outreach and works closely with other river-saving groups to activate and educate citizens about endangered rivers. He's been on F.O.R.F.'s front line on behalf of rivers since 1980. Coalition building and conservation letter-writing campaigns are two of his specialties:

"Come January, we'll launch an early campaign to prevent human-induced erosion along the Grand Canyon's Colorado. We came close this year, and we're building on our '90 gains to preserve this magnificent National Park river in '91. Thanks to you 10,000 river-lovers nationwide who wrote to save the Colorado this year.

We also organized a historic 'water summit' meeting of environmental and civic leaders in Southern California this October. I'm happy to say that we've made great strides toward a plan to save rivers and water through an overhaul of California's antiquated water practices. In '91 we'll continue taking action to realize a New Water Agenda for California."



Ron Stork, Conservation Associate —
Hydropower Campaigns

Our hydroelectric power licensing expert, Ron helps F.O.R.F. by watchdogging and intervening in the complicated world of how dams get approved. His work led to cancellation of over 50 highly speculative hydropower projects last year alone:

"Developers' bids to add dams to rivers like the Lower Kern and the Yuba will continue thru '91 . . . and an oil crisis could serve as an excuse for more hydropower dams on our rivers. Meanwhile, utilities and the pro-dam Federal Energy Regulatory Commission will be working overtime to cripple laws protecting our right to say no to destructive dams."

The enclosed 1990 Rivers Progress Report summarizes F.O.R.F.'s conservation victories and challenges for you.

When our staff go on the road to protect rivers, they don't stay at the Ramada or the Hilton — they usually sleep on a supporter's couch. There is no company charge card. We don't have a staff car. Our office is not in the high-rent district.

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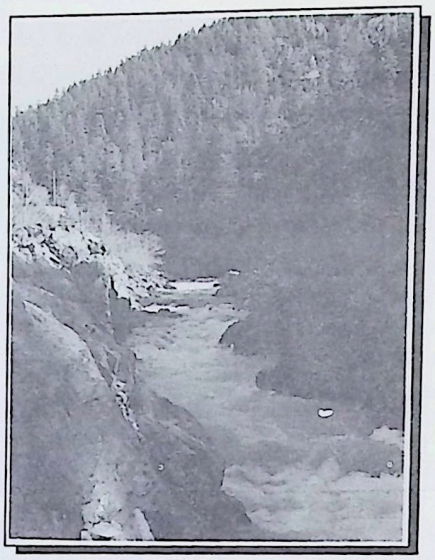
In other words, your tax-deductible investment in Friends of the River Foundation goes to conservation work, not to the kinds of frills and extra expenses that pro-development water lobbyists can take for granted.

You've supported us in the past, probably because, as the *Nonprofit Times* poll suggested, you thought that Friends of the River and the Foundation are doing " . . . the real work of conservation."

We still are. River conservation in the '90s will require action to make fundamental, long-term changes in how rivers are treated and state water policy reform.



Middle Fork Smith River Mary Abbott

Please invest again in the fundamental river protection work which Steve, Bea, Kevin and Ron have described to you. By contributing generously, you help put F.O.R.F. in a strong position to fight for rivers early next year.

You've heard it before and you'll hear it again . . . but it's still true — the support of conservationists like you is so much of what keeps us effective at saving rivers.

Please give a tax-deductible gift of $50, $100, or more if you can. Ultimately, our environment and the rivers that are part of it is the best investment we have.

On behalf of the rivers,

David M. Bolling
Executive Director

P.S. We invest your contributions in effective action to save rivers. I'm hoping that you'll help us continue our long series of victories with your tax-deductible gift to Friends of the River Foundation today.

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